



# The 2nd Emerging Markets Inspiration Conference (EMIC)

## Theory and practice with inspirations from emerging markets

Stockholm, June 8, 2017

### ORGANIZER

Emerging Markets Cross-Cultural Research Group  
Stockholm Business School (SBS), Stockholm University

<http://www.sbs.su.se/english/research/research-sections/emerging-markets-cross-cultural-research-group>

Venue: The Board Room, Building 3A, Kräftriket, Roslagsvägen 101, Stockholm, Sweden

<http://www.sbs.su.se/english/education/student-life/find-us/find-your-way-to-kr%C3%A4ftriket>

### HOSTING PROFESSOR

Tony Fang

### KEYNOTE SPEAKERS

**Jeremy Clegg**, PhD, Professor, Leeds University Business School, U.K.

**Fredrik Tell**, PhD, Professor, Uppsala University, Sweden

**Qiang Pan-Hammarström**, PhD, Professor, Karolinska Institute, Sweden

**Håkan Kingstedt**, Chairman, Sweden-India Business Council, Sweden

**Dharam Deo Sharma**, PhD, Professor, Stockholm School of Economics, Sweden

**Ilan Alon**, PhD, Professor, University of Agder, Norway

**Tony Fang**, PhD, Professor, SBS, Stockholm University, Sweden

### 08:00-08:30 REGISTRATION

### 08:30-10:00 OPENING

#### Welcome speech

Maria Frostling-Henningsson, PhD, Associate Professor, Head, SBS, Stockholm University, Sweden

Christian Maravelias, PhD, Professor, Deputy Head, SBS, Stockholm University, Sweden

#### How do we *really* do research in emerging markets?

Jeremy Clegg, PhD, Professor, Leeds University Business School, U.K.

#### Theorizing from subsidiary evolution in turmoil: The case of Swedish MNC R&D in Brazil

Fredrik Tell, PhD, Professor, Dept. of Business Studies, Uppsala University, Sweden

#### Government-firm interactions: Can we learn from emerging markets?

Dharam Deo Sharma, PhD, Professor Emeritus, Dept. of Marketing and Strategy, Stockholm School of Economics, Sweden

#### Explosion of SME innovation: New market entry models in emerging markets?

Mr. Håkan Kingstedt, Chairman, Sweden-India Business Council, Sweden

### 10:00-10:15 FIKA



### 10:15-11:00 PRESENTATION

#### **Overview of remanufacturing opportunities in China**

Ou Tang, PhD, Professor of Production Economics, Dept. of Management and Engineering, Linköping University, Sweden

#### **Why do firms fail to develop innovation capability? Case of two emerging economies automotive firms**

Solmaz Filiz Karabag, PhD, Associate Professor, Dept. of Management and Engineering, Linköping University, Sweden

Christian Berggren, PhD, Professor, Dept. of Management and Engineering, Linköping University

#### **Leadership ethics in emerging economy context**

Li Thuy Dao, PhD, Assistant Professor, International Business Centre, Aalborg University, Denmark

#### **Emerging economies' technology-driven FDI in Europe: A comparison between China, India and Brazil**

Ju Liu, PhD, Senior Lecturer, Dept. of Urban Study, Faculty of Culture and Society, Malmö University, Sweden

### 11:00-11:10 BREAK

### 11:10-12:00 PRESENTATION

#### **The latest medical breakthroughs and implications**

Qiang Pan-Hammarström, Professor of Clinical Immunology, Karolinska Institute, Sweden

#### **Is health services marketing an issue for emerging markets?**

Akmal. S. Hyder, PhD, Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

Maria Fregidou-Malama, PhD, Lecturer, Dept. of Business & Economic Studies, University of Gävle, Sweden

#### **Marketing medical tourism: An emerging market perspective**

Michelle Rydback, PhD student, Dept. of Business & Economic Studies, University of Gävle, Sweden

#### **Globalization of China research**

Ilan Alon, PhD, Professor of Strategy and International Marketing, University of Agder, Norway

### 12:15-13:45 CONFERENCE LUNCH

### **The 2017 EMIC Awards**

### 14:15-15:15 PRESENTATION

#### **Reshoring: A multiple perspective**

Daniella Fjellström, PhD, Assistant Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden

#### **Technological capability upgrading: Cases of two Brazilian multinational firms**

Stefan Bernat, PhD student, Dept. of Management and Engineering, Linköping University

Solmaz Filiz Karabag, PhD, Associate Professor, Dept. of Management and Engineering, Linköping University, Sweden

#### **Innovative marketing strategy: Multinational companies in Bangladesh**

Maria Fregidou-Malama, PhD, Lecturer, Dept. of Business & Economic Studies, University of Gävle, Sweden



Ehsanul Huda Chowdhury, PhD, Dept. of Business & Economic Studies, University of Gävle, Sweden  
 Akmal. S. Hyder, PhD, Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

**Russia and China: Similarities and differences in international business contexts in glocalization**

Andrei Panibratov, PhD, Professor, Graduate School of Management, St. Petersburg State University, Russia  
 Tony Fang, PhD, Professor, SBS, Stockholm University, Sweden

**15:15-15:45 BIG FIKA**

**15:45-16:45 PRESENTATION**

**Sino-Finnish intercultural negotiation**

Santa Stopniece, PhD student, Dept. of Language and Communication Studies, University of Jyväskylä, Finland

**China in Africa: An emerging area for organization studies**

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden

**Internationalization of emerging markets firms and negative media coverage in host countries**

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden  
 Dina Chimenson, PhD student, SBS, Stockholm University, Sweden

**China's "One Belt One Road" initiative: The credit risk challenge**

Dexter Wu, PhD, Assistant Professor of Finance, SBS, Stockholm University, Sweden

**Imagineering PLACE – The branding of five Chinese mega-cities**

Emma Björner, PhD student, SBS, Stockholm University, Sweden

**16:45-16:50 BREAK**

**16:50-17:35 PRESENTATION**

**The impact of political embeddedness on reverse knowledge transfer in Chinese multinationals**

Cong Su, PhD student, Dept. of Business Studies, Uppsala University, Sweden

**Expatriate managers' relationships and reverse knowledge transfer within emerging market multinationals**

Lingshuang Kong, PhD student, Dept. of Business Studies, Uppsala University, Sweden

**Market openness and price discovery in gold markets in emerging economies**

Caihong Xu, PhD, Researcher, SBS, Stockholm University, Sweden  
 Dong Zhang, PhD, Analyst, Finansinspektionen, Sweden

**How can emerging economies overcome the Middle Income Trap?**

Jan Rudengren, PhD, Senior Research Fellow, Institute for Security and Development Policy (ISDP), Sweden  
 Lars Rylander, Senior Research Fellow, Institute for Security and Development Policy (ISDP), Sweden

**17:35-17:45 REFLECTIONS**

**17:45 THE END**